

AMENDMENTS TO THE CLAIMS

Please replace the amendments made to the claims in the Amendment and Response filed August 16, 2010 with this listing of the claims. This listing of the claims replaces all prior versions of the claims in the application.

Listing of claims:

1. (Currently amended) A method of distributing donations to one or more identifying charitable organizations ~~to receive proceeds from a~~ through the sale of merchandise, the method comprising:

associating, in a database, a plurality of parameters with each item of merchandise for sale, the parameters specific to each item of merchandise, each parameter being set by one of a donor of the item of merchandise, a supplier of the item of merchandise, and a vendor of the item of merchandise;

the parameters comprising: a list of charitable organizations eligible for the receipt of a donation, a purchase price for each item of merchandise, a donation amount for each item of merchandise, a total price for each item of merchandise, and an allocation as a percentage of the donation amount to one or more charitable organizations on the list, the total price comprising the sum of the purchase price and the donation amount;

offering, by a computer, an item of merchandise in response to the values of the plurality of parameters associated with the item of merchandise;

communicating, by the computer, information about the item of merchandise to a purchaser, the information comprising [[a]] the purchase price, the donation amount, the identities identity of the one or more charitable organizations a database of on the list

~~charitable organization generated by a predetermined variable, and [[a]] the donation amount to be allocated to the one or more charitable organizations upon the purchase of the item of merchandise and in response to the plurality of parameters; and~~

~~receiving from the purchaser an offer to purchase the item of merchandise for the total purchase price including the donation amount; and receiving from the purchaser an identity of a charitable organization to which the donation amount is to be allocated.~~

2. (Cancelled)

3. (Currently amended) The method of claim 1 wherein said purchaser ~~further identifies the more than one~~ charitable organization to which said donation amount is to be allocated.

4-8. (Cancelled)

9. (Currently amended) The method of claim [[8]] 1 wherein the purchase price includes one or more fees, the one or more fees comprising ~~comprise one or more of~~ a delivery fee, an administrative fee, a ticket source fee, and a processing fee.

10. (Currently amended) The method of claim 1 wherein the item of merchandise is one or more tickets to an event.

11. (Currently amended) The method of claim 10 wherein said one or more tickets are confirmed to be authentic prior to said communicating information about the item of merchandise.

12. (Currently amended) The method of claim 1 further comprising qualifying said one or more charitable organizations prior to communicating the identities of the one or more charitable organizations to the purchaser.

13. (Previously presented) The method of claim 12 wherein the qualification comprises determining that each of the charitable organizations is recognized as a charitable

organization by the Internal Revenue Service.

14. (Previously presented) The method of claim 1 further comprising receiving, from the purchaser, payment for the item of merchandise.

15. (Currently amended) The method of claim 14 further comprising sending the donation amount to said identified one or more charitable organizations.

16. (Currently amended) The method of claim 3 wherein said purchaser further identifies a percentage allocation said ~~purchaser's preferred allocation of the donation amount to each of~~ said identified one or more charitable organizations.

17. (Cancelled)

18. (Previously presented) The method of claim 1 further comprising transmitting a confirmation to the purchaser.

19. (Currently amended) The method of claim 18 wherein the confirmation comprises one or more of the price, a description of the item of merchandise, the donation amount, a customizable acknowledgment from said one or more charitable organizations, and the identified charitable organizations.

20. (Currently amended) A method of allocating proceeds to one or more charitable organizations from a sale of the item of merchandise to charitable organizations, the method comprising:

associating, in a database, a plurality of parameters with each item of merchandise for sale, the parameters specific to each item of merchandise, each parameter being set by at least one of a donor of the item of merchandise, a supplier of the item of merchandise, and a vendor of the item of merchandise;

the parameters comprising: a list of charitable organizations eligible for the receipt of a donation, a purchase price for each item of merchandise, a donation amount for each item of merchandise, a total price for each item of merchandise, and an allocation as a percentage of the donation amount to one or more charitable organizations on the list, the total price comprising the sum of the purchase price and the donation amount;

receiving offers to purchase the item of merchandise from one or more ~~of the consumers~~ bidders, each of the offers comprising an offer price;

selecting, by a computer in response to the offers and the parameters, one of the offers as a winning offer;

designating the ~~consumer bidder~~ who submitted the winning offer as a purchaser of the item of merchandise;

communicating, by the computer, to the purchaser an indication ~~that~~ the purchaser's offer was accepted~~[[.]]~~ and identifies the list of one or more charitable organizations ~~from a database comprising a list of charitable organizations generated by predetermined variables;~~

receiving from the purchaser an identity of ~~[[a]]~~ one or more charitable organizations to which a portion of the winning offer price is to be allocated; and

allocating, by computer, a portion of the winning offer price to said one or more charitable organizations.

21. (Currently amended) The method of claim 20 wherein the information comprises a percentage of the sale proceeds winning offer price that will be donated to said one or more charitable organizations.

22. (Currently amended) The method of claim 20 wherein the information comprises a fixed

dollar amount of the ~~sale proceeds~~ winning offer price that will be donated to said one or more charitable organizations.

23-25. (Cancelled)

26. (Currently amended) The method of claim 20 wherein the purchase price comprises one or more fees and the one or more fees comprise a delivery fee, an administrative fee, and a processing fee.

27-29. (Cancelled)

30. (Currently amended) The method of claim 20 further comprising qualifying the one or more charitable organizations prior to communicating the identities of the charitable organizations to the purchaser.

31. (Previously presented) The method of claim 20 further comprising receiving, from the purchaser, payment for the item of merchandise.

32. (Currently amended) The method of claim 31 further comprising sending, by computer, the portion of the winning offer price to the two or more identified charitable organizations.

33. (Previously presented) The method of claim 20 wherein said purchaser further identifies more than one charitable organization to which said donation amount is to be allocated.

34. (Currently amended) The method of claim 33 wherein the portion of the winning offer price is allocated to each of said identified charitable organizations in shares.

35. (Currently amended) The method of claim 33 further comprising receiving from the purchaser a percentage allocation, the percentage allocation indicating the purchaser's preferred allocation of the portion of the winning offer price among each of the said identified charitable organizations.

36. (Currently amended) The method of claim 35 further comprising sending portions of the winning offer price to said charitable organizations according to the percentage allocation.

37-53. (Cancelled)

54. (New) The method of claim 1, wherein the allocation as a percentage of the donation amount for one or more charitable organizations on the list is determined, at least in part, by a donor, a vendor, a supplier, or a charitable organization.

55. (New) The method of claim 1, wherein the allocation as a percentage of the donation amount for one or more charitable organizations on the list is determined, at least in part, by the purchaser.

56. (New) The method of claim 1, wherein the item of merchandise is offered in response to the allocation as a percentage of the donation amount to one or more charitable organizations.